CECOM SMALL BUSINESS AND SOCIO-ECONOMIC PROGRAMS SUPPORTING JOINT FORCE PRIORITIES

CHIEF, SMALL AND DISADVANTAGED BUSINESS UTILIZATION OFFICE

3 JUNE 2004

CECOM Bottom Line: THE WARFIGHTER

SMALL BUSINESS UNLIMITED POTENTIAL

FOR FISCAL YEAR 2003 SMALL BUSINESS:

- **RECEIVED OVER $62.7B OR 25% OF FEDERAL GOV'T PRIME CONTRACT OBLIGATIONS**
- **RECEIVED $13.6B OR 28% OF ARMY CONTRACT OBLIGATIONS**
- **CRITICAL SUPPLIER OF TECHNOLOGY, EQUIPMENT AND SERVICES FOR GLOBAL WAR ON TERRORISM (GWOT) READINESS**
- **KEY PLAYER IN ARMY'S FUTURE COMBAT SYSTEM (FCS) PROGRAM AND TRANSFORMATION TO THE OBJECTIVE FORCE**

SMALL AND DISADVANTAGED BUSINESS UTILIZATION (SADBU) OFFICE

MISSIONS AND FUNCTIONS

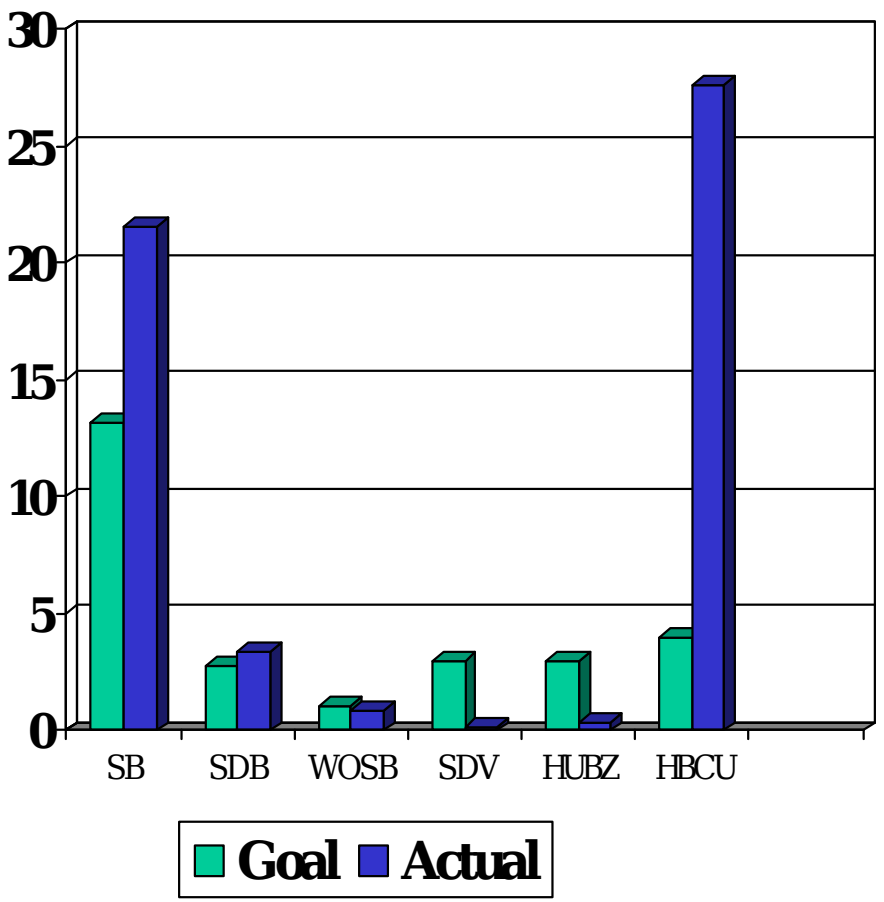
- MANAGE THE SMALL BUSINESS PROGRAM
- PROVIDE ADVICE AND COUNSEL TO GOVERNMENT CUSTOMERS AND INDUSTRY
- SERVE AS A FOCAL POINT FOR COORDINATION BETWEEN INTERNAL/EXTERNAL ACTIVITIES
- ENCOURAGE AND AID SMALL, SMALL DISADVANTAGED, WOMEN-OWNED SMALL, HUBZONE, VETERAN OWNED SMALL, AND SERVICE DISABLED VETERAN OWNED SMALL BUSINESSES TO COMPETE AND RECEIVE CONTRACTS
- CONDUCT REVIEWS THROUGHOUT THE ACQUISITION CYCLE TO MAXIMIZE SMALL, SMALL DISADVANTAGED, WOMEN-OWNED, HUBZONE, AND SERVICE DISABLED VETERAN OWNED SMALL BUSINESS PARTICIPATION.

SADBU ROLE

- **FACILITATE RELATIONSHIPS/OPPORTUNITIES**
- **IDENTIFY OPPORTUNTIES FOR SMALL BUSINESS PARTICIPATION DURING ACQUISITION PLANNING & MARKET RESEARCH**
- **INCLUDE CHALLENGING SMALL BUSINESS PARTICIPATION PROVISIONS/INCENTIVES IN SOURCE SELECTIONS**
- **MARKET SMALL BUSINESS PRIME CONTRACTS AND INCREASE ACCOUNTABILITY IN SUBCONTRACTING PERFORMANCE WITH SMALL BUSINESS**

FY03 PERFORMANCE

- **SB Goal 13.2%**
  Achieved 21.5%
- **SDB Goal 2.8%**
  Achieved 3.4%
- **WOSB Goal 1.1%**
  Achieved 0.9%
- **SDVOSB Goal 3.0%**
  Achieved 0.1%
- **HUBZone Goal 3.0%**
  Achieved 0.5%
- **HBCU/MI Goal 4.0%**
  Achieved 23.0%

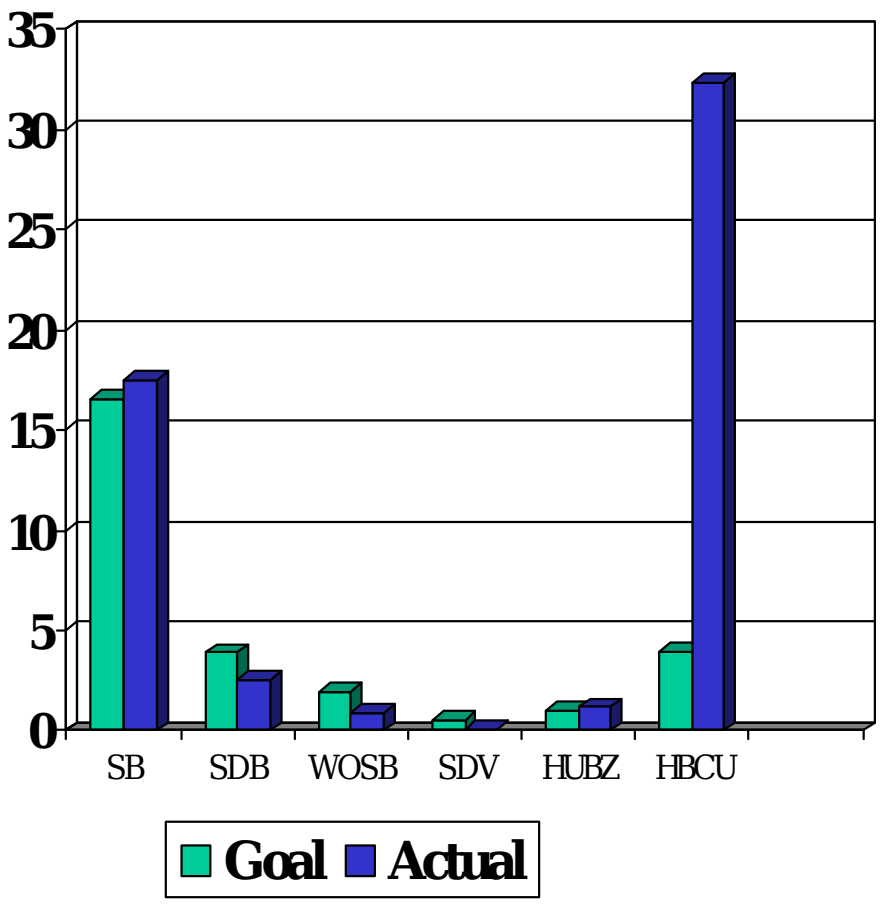


ECOM Bottom Line: THE WARFIGHTE

FY04 PERFORMANCE

THRU MAY 2004

- **SB Goal 16.6%**
  Achieved 17.1%
- **SDB Goal 3.9%**
  Achieved 2.2%
- **WOSB Goal 2.0%**
  Achieved 0.8%
- **SDVOSB Goal 0.5%**
  Achieved 0.1%
- **HUBZone Goal 1.0%**
  Achieved 1.0%
- **HBCU/MI Goal 4.0%**
  Achieved 32.0%



ECOM Bottom Line: THE WARFIGHTE

INSIDE THE NUMBERS

- **SMALL BUSINESS RECEIVED IN EXCESS OF $1B TOTAL OBLIGATIONS AND 20% OF TOTAL OBLIGATION REPORTING BASE FOR FIRST TIME**

- **FY04 HUBZONE OBLIGATIONS TO DATE SURPASS TOTAL HUBZONE OBLIGATIONS FOR FY03**

- **FY04 OBLIGATIONS TO DATE FOR SDB, WOMAN-OWNED AND SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS DOWN FROM THIS TIME IN FY03**

- **FY03-04 HBCU/MI ACHIEVEMENT ATTRIBUTED**

AMC Bottom Line: THE WARFIGHTER

DOING BUSINESS WITH CECOM
POINTS OF ENGAGEMENT

- **SADBU VISIT TO DEFINE & IDENTIFY "NICHE" CAPABILITIES, TARGET MARKETS AND MARKET ENTRANCE STRATEGY**
- **CONTACT CECOM/TEAM C4ISR CUSTOMERS/PRIME LARGE/SMALL BUSINESS CONTRACTORS TO FACILITATE TEAMING AND SUBCONTRACTING RELATIONSHIPS**
- **FEDBIZOPS & ARMY SINGLE FACE TO INDUSTRY PAGE FOR SOURCES SOUGHT, MARKET SURVEY AND MARKET RESEARCH ANNOUCEMENTS TO INFLUENCE ACQUISITION STRATEGY**
- **SERVICES - LEVERAGE PROVEN SUBCONTRACT PERFORMANCE INTO PRIME CONTRACT OPPORTUNITIES AND TARGET SBIR OPPORTUNITIES**
- **MANUFACTURING – SMALL BUSINESS AND SUB-CATEGORY PROGRAM PRIME OPPORTUNITIES SUPPLEMENTED BY MAJOR SYSTEM SUBCONTRACTING OPPORTUNITIES**

CECOM Bottom Line: THE WARFIGHTER

SADBU ENGAGEMENT FOR SMALL BUSINESS

- **EARLY COORDINATION WITH THE ACQUISITION CENTER AND CUSTOMERS**
- **CONTRIBUTE TO MARKET RESEARCH**
- **ACQUISITION PLAN/STRATEGY COORDINATION**
- **SBA PROCUREMENT CENTER REPRESENTATIVE AND DISTRICT OFFICE COLLABORATION**

ORDER OF PRECEDENCE

1. 8(a) PROGRAM:
   - EITHER SOLE SOURCE 8(a) AWARD (FAR 19.805-1) WITH PREFERENCE FOR HUBZONE 8(a) CONCERNS (FAR 19.800(e)); OR
   - COMPETITIVE 8(a) SET-ASIDE (FAR 19.805-1)

2. HUBZONE SET-ASIDE (FAR 19.1305(a))

3. HUBZONE SOLE SOURCE AWARD (FAR 19.1306(a))

4. SERVICE-DISABLED VETERAN-OWNED SET-ASIDE (FAR 19.1405(a))

5. SERVICE-DISABLED VETERAN-OWNED SOLE SOURCE (FAR 19.1406(a))

6. TOTAL SMALL BUSINESS SET-ASIDE (FAR 19.502-2)

7. PARTIAL SMALL BUSINESS SET-ASIDE (FAR 19.502-3))

8. FULL AND OPEN COMPETITION (FAR 6.1)

SMALL BUSINESS PARTICIPATION PLANS

- REQUIRED FOR ALL COMPETITIVELY NEGOTIATED ACQUISITIONS

- DOES NOT CONSTITUTE A SUBCONTRACTING PLAN, APPLICABLE TO LARGE & SMALL BUSINESS

- APPRORIATE EVALUATION CRITERIA WEIGHTING - AT A MINIMUM
  AN EVALUATION SUB-FACTOR

- BASELINE GOALS CONSISTENT WITH DoD SUBCONTRACTING
  GOALS

- CONTRACT IMPLEMENTATION AS PERFORMANCE EVALUATION
  AND/OR AWARD FEE/AWARD TERM EVALUATION

DoD/DA MENTOR-PROTÉGÉ PROGRAM

- **BACK IN VOGUE AND BETTER RESOURCED**

- **OPPORTUNITY TO BUILD PRIME-SUB RELATIONSHIPS AND OBTAIN NECESSARY TECHICAL/MANAGEMENT ASSISTANCE**

- **CANDIDATE MENTOR FIRMS ARE LARGE/8(a) GRADUATE DoD PRIME CONTACTORS WITH AN ACTIVE SUBCONTRACTING PLAN**

- **CANDIDATE PROTÉGÉ FIRMS PRIMARILY SDBs AS WELL AS OTHERS AS SPECIFIED AT DFARS 219.7102**

- **COLLABORATE WITH COGNIZANT CUSTOMER (SPONSOR), PCO AND SADBU TO FACILITATE PROPOSED AGREEMENT-PROPOSAL REVIEW**

ECOM Bottom Line: THE WARFIGHTE

FY04 SADBU FOCUS

- SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
- WOMAN-OWNED SMALL BUSINESS
- HISTORICALLY BLACK COLLEGES/ UNIVERSITIES AND MINORITY INSTITUTIONS
  DIVERSITY
- OMNIBUS SERVICE CONTRACTS

CECOM SMALL BUSINESS MARKET CHALLENGES

- **ORGANIZATIONAL CHANGES**
  - **RDECOM**
  - **INSTALLATION MANAGEMENT AGENCY**
  - **NETCOM**
- **BUNDLING/CONSOLIDATION**
- **SERVICE CONTRACTING**

CECOM Bottom Line: THE WARFIGHTER

CECOM/TEAM C4IEWS SMALL BUSINESS OPPORTUNITIES/INITIATIVES

- **HOMELAND SECURITY & ACIN INCUBATOR**
- **ORGANIZATIONAL CONFLICTS OF INTEREST – SETA SUPPORT**
- **SUBCONTRACTING INCENTIVES**
- **SMALL BUSINESS INNOVATIVE RESEARCH (SBIR) PROGRAM**
  http://www.acq.osd.mil/sadbu/sbir/solicitations/sbir043/index.htm
- **CERDEC BROAD AGENCY ANNOUCEMENTS**
- **OMNIBUS SERVICES FOLLOW-ON ACQUISITIONS**

CECOM SADBU OFFICE

SADBU TEAM

CREATING OPPORTUNITIES FOR SMALL BUSINESS!

- **CHIEF**
- **SMALL BUSINESS SPECIALIST**
- **SMALL BUSINESS SPECIALIST**
- **PROGRAM ANALYST**

OFFICE NUMBER:
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